

15 August 1957

MEMORANDUM FOR THE RECORD

With regard to the attached, my understanding is that Mr. Stewart sent it here, specifying that nothing would be done about it until you got back. I am, nevertheless, supplying a comment.

With regard to any wide distribution of this sort of thing on any grounds, it seems to me that a quotation from The Black Book of Espionage, published in France in 1955 is apropos. After speculating on the possibility that any intelligence agency in the world would do such a thing as advertise for employees, the book says:

"Useless! Look no further. Never will you find the [imaginary] announcement on the preceding page under the heading of 'offers of employment' in newspapers. The intelligence services have recourse to other methods of recruiting their agents. These organizations have generally a horror of publicity, and while they need personnel, they do not have the habit of shouting it from the rooftops...."

As to the attached in general, it seems to me to present a dilemma. After having been criticized repeatedly for using conventional advertising methods, Personnel has this time toned the thing down until it is such a whisper that college prospects would not be able to hear it above the roar of other recruiting pitches. But if you try to compete with the others, you will be back in the same old difficulties.

In particular:

p. 1 would be more or less unintelligible to the average undergraduate whose only concrete idea would be that if he joined CIA, he would work in an air-conditioned building.

pp. 2-4 are pretty vague, e.g. "Young men and women who are competent and have flexibility, ingenuity, and interests in new fields of endeavor have an opportunity to be trained within the Agency and to make significant contributions to national security." (p. 2)

pp. 4-7 would have to be classified Secret, I should think. I don't believe we'd disclose this much of CBI's organization to the press which would probably be interested.

pp. 7-9 are fine, but if I were doing this, I should dispense with the first eight pages and make discreet use of p. 9 only.

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